

Message Text

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USDOC FOR BEWT/OEWTD/MURRIN, AND BEWT/TPD/THOMPSON

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E.O. 11652: N/A

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SUBJECT: MEDITSINSKAYA APPARATURA '77-OPENING DAY REPORT

1. SUMMARY: BDO CATALOGUE EXHIBIT AT "MEDITSINSKAYA APPARATUS 77" IN

TASHKENT, USSR, OPENED ON SCHEDULE AT 3:00 P.M., WEDNESDAY, MARCH 30. OPENING SPEECHES WERE GIVEN BY LEADING OFFICIALS OF UZBEK REPUBLIC, INCLUDING THE UZBEK MINISTER OF HEALTH AND MAYOR OF TASHKENT. AFTER CONCLUSION OF CEREMONIES, USDOC STAND WAS VISITED BY BOTH DIGNITARIES AND APPROXIMATELY 400 GUESTS FROM MINISTRY OF HEALTH, FTO MEDEXPORT, LOCAL MEDICAL INSTITUTES AND HOSPITALS, WHO HAD BEEN INVITED TO ATTEND

OPENING CEREMONIES. INITIAL RESPONSE TO BDO CATALOGUE DISPLAY WAS EXTREMELY ENTHUSIASTIC WHICH, WHILE GRATIFYING, MAY PRESENT PROBLEMS FOR EXHIBIT STAFF IN VIEW OF GENERAL PAUCITY OF LITERATURE AND BROCHURES SENT BY PARTICIPATING FIRMS. END SUMMARY.

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2. "MEDITSINSKAYA APPARATURA '77" OPENED ON MARCH 30 WITH A TOTAL OF 45 FIRMS PARTICIPATING, OF WHICH 43 ARE WESTERN COMPANIES AND TWO ENTERPRISES ARE FROM COMMUNIST COUNTRIES. OF WESTERN FIRMS EXHIBITING EQUIPMENT, U.S. COMPANIES SURPRISINGLY TOP LIST WITH SIXTEEN PARTICIPANTS, AMONG THEM MEDTRONICS, TECHNICON, MILES LABORATORIES, BECKMAN INSTRUMENTS, USCI, MILLIPORE, GENERAL ELEC-

TRIC (BRUSSELS, AND SEVERAL MORE REPRESENTED BY SWEDISH FIRM MEDDATA. AMONG OTHER WESTERN FIRMS, FIVE ARE WEST GERMANY (LED BY SIEMENS), FIVE DANISH, FOUR BRITISH, FOUR DUTCH, THREE FRENCH, THREE SWISS, TWO ITALIAN AND TWO SWEDISH. CEMA COUNTRIES REPRESENTED ARE CZECHOSLOVAKIA (CHIRANA) AND GDR.

3. SWEDISH EXHIBIT CONTRACTOR, SCANART, COMPLETED WORK ON U.S. STAND ON TIME AND TO OUR COMPLETE SATISFACTION.

4. COMATT, DEPDIR USCO AND DR. STANLEY SILVERBERG, U.S. INDUSTRY EXPERT, WERE PRESENT FOR OPENING DAY CEREMONIES AND GREETED UZBEK MINISTER OF HEALTH, K.S. ZAIROV, AND MAYOR OF TASHKENT, V.A. KAZIMOV, WHEN LATTER VISITED U.S. STAND DURING OFFICIAL WALK-THROUGH. MINISTER ZAIROV EXPRESSED GREAT INTEREST IN U.S. MEDICAL EQUIPMENT AND SPENT FIVE OR TEN MINUTES ON STAND CHATTING WITH EXHIBIT STAFF. AS MEASURE OF HIS INTEREST, ZAIROV UNEXPECTEDLY (TO US) ASSIGNED ONE OF HIS AIDES, A PROFESSOR OF MEDICINE "TO WORK WITH" U.S. EXHIBIT DURING PERIOD OF FAIR TO INSURE THAT ALL OF STAFF'S NEEDS AND DESIRES" ARE MET. SHORTLY AFTER HIS DEPARTURE, AIDE CAME BACK TO ARRANGE FULL SCHEDULE OF MEETINGS AND VISITS FOR DR. SILVERBERG AND COMMOFF AT TASHKENT'S LEADING HOSPITALS AND ALL THREE OF ITS MEDICAL INSTITUTES. COMMATT LATER HOSTED SMALL DINNER FOR DR. MARAT RIZAEV, VICE CHAIRMAN OF SCIENTIFIC-TECHNICAL CENTER IN TASHKENT, AND MAIN TECHNICAL ORGANIZER OF "MEDITSINSKAYA APPARATURA '77". RIZAEV, TOO, PROMISED FULL ASSISTANCE IN INTRODUCING DR. SILVERBERG AND U.S. EXHIBIT STAFF TO KEY PEOPLE IN TASHKENT MEDICAL CIRCLES.

5. INITIAL IMPRESSIONS: JUDGING FROM NUMBER AND QUALITY OF UNCLASSIFIED

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OPENING DAY VISITORS -- ALL OF WHOM WERE EITHER DOCTORS OR SPECIALISTS IN MEDICAL FIELD, SUCH AS PROFESSORS OF MEDICINE OR TECHNOLOGISTS, SINCE MA '77 IS NOT OPEN TO GENERAL PUBLIC -- AND HEAVY TRAFFIC THROUGH U.S. STAND IN TWO HOURS BETWEEN OPENING CEREMONIES AND EXHIBIT'S CLOSING FOR DAY, WE ARE OF CONVICTION THAT INTEREST IN U.S. MEDICAL EQUIPMENT IN UZBEKISTAN SSR IS GENUINE. DESPITE FACT THAT TEN CATALOGS OR COPIES OF TRADE LITERATURE FOR EACH OF THE EIGHTY-OR-SO U.S. FIRMS REPRESENTED AT U.S. EXHIBIT WERE PLACED ON RACKS (REMAINDER OF AVAILABLE LITERATURE WAS CAREFULLY STORED AWAY BECAUSE OF GENERALLY POOR RESPONSE OF U.S. FIRMS TO USDOC'S CALL FOR SUCH MATERIAL), SHELVES WERE EFFECTIVELY CLEANED OUT WITHIN AN HOUR. CATALOGS WHICH WERE REMOVED (DESPITE FRANTIC EFFORTS OF EXHIBIT STAFF TO IMPOSE SOME FORM OF CONTROL OVER THEIR DISTRIBUTION) DEALT MAINLY WITH RESEARCH APPLICATIONS FOR MEDICAL EQUIPMENT RATHER THAN ITS USE IN MEDICAL CARE OR SERVICES. THIS IS ONLY A PRELIMINARY JUDGMENT, HOWEVER, AND WE WILL ATTEMPT TO FLESH OUT ITS IMPLICATIONS IN OUR FINAL REPORT.

6. PROBLEMS CREATED FOR BDO EXHIBIT STAFF BY GENERAL PAUCITY OF
LITERATURE AND BROCHURES SENT BY PARTICIPATING U.S. FIRMS
WILL BE TAKEN UP IN SEPARATE COMMUNICATION.
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